

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

August 5, 2014

Call to Order and Roll Call

The seventeenth meeting of the Education and Outreach Subcommittee was held on Tuesday, August 5, 2014, at 1:00 p.m. in Conference Room H at the Office of the Kentucky Health Benefit Exchange. Tihisha Rawlins, Chair, called the meeting to order at 1:00 p.m., and the Secretary called the roll.

Subcommittee Members Present: David Allgood (by phone); Andrea Bennett (by phone); Julia Costich (by phone); Susan Dunlap; Malea Hoepf Young; Regan Hunt (by phone); Tihisha Rawlins; Rich Seckel; Bill Wagner (by phone); Kathy Wheeler (by phone); and Marcus Woodward (by phone). Gabriela Alcalde, Patty Gregory, and Tina McCormick were not present at the meeting.

Staff Present: Jean Klinge, Allison Lile, and Peter Wilson.

Approval of Minutes

A motion was made to accept the minutes of the July 1, 2014, meeting, as amended, seconded, and approved by voice vote.

Update on Call Center Program

Emilio Tiele, Vice President, Government Healthcare Solutions, Xerox, presented the corporation's keys to success in relation to the difficulties encountered in the first open enrollment period. Xerox experienced problems handling the volume of calls and not understanding the types of calls which Customer Service Representatives (CSRs) would encounter. To help alleviate the risk of similar problems in the next open enrollment, two call center facilities will be utilized, with a goal of 400 CSRs on duty. Training will be revamped and improved, with CSRs being incentivized to improve call center metrics and meet the quality standards the public expects.

Presentation on Healthy Reentry Coalition

Lindsay Nelson, Chair, Get Covered Kentucky, and Anne Peak, Social Services Planner, Kentuckiana Regional Planning and Development Agency (KIPDA), explained how the Healthy Reentry Coalition is targeting individuals being released from incarceration and seeking to address the specific needs facing this population. A coalition of organizations is being assembled within the state to find the best step in the incarceration process to reach this population. Other states that are trendsetters in assisting those being released from corrections in gaining health coverage have been consulted to identify best practices moving forward. A short video will be produced to show on closed circuit television inside Kentucky facilities to inform the incarcerated population that kynect is available to them.

Update on Enrollment Technology

Chris Clark, kynect Program Manager, and Stacy Fish, Manager of Operations for Eligibility, provided an update on the planning for open enrollment 2015 and retooling of the system to handle lawfully present individuals. Passive renewals will be utilized as much as possible for individuals already enrolled in a qualified health plan, with or without financial assistance. On or around November 1, 2014, all enrollees will receive a notice about their current plan enrollment with the goal to auto-reenroll enrollees into the same plan. Consumers will also have options if they choose to shop around for different coverage. The intent is to make the re-enrollment process as seamless as possible. If a plan has been discontinued, consumers will receive a notice informing them of this and what options are available to them.

A code fix will be deployed August 6, with results available the following day concerning lawful presence. Multiple populations within the lawfully present demographic are not currently able to get properly enrolled as they are receiving inaccurate eligibility results, such as individuals qualifying for Medicaid when they should be eligible for advanced premium tax credits (APTC). Once the code release is deployed, staff will be working diligently to reassess the entire lawfully present population to get those cases that are stuck corrected.

Update on Education and Outreach Efforts

Jean Klinge, Division Director, Office of the Kentucky Health Benefit Exchange (KHBE), informed the subcommittee members that Nicole Comeaux, previously Kentucky's state officer with the Center for Consumer Information and Insurance Oversight (CCIIO) is replacing Bill Nold as KHBE's Deputy Executive Director. KHBE will debut a new kynector map at the Kentucky State Fair. The kynector map will be color-coded to show which counties each kynector entity represents. Also, a color-coded contact label for each kynector entity will be placed on the new mini-brochure, which can be offered to fairgoers as an appointment card. Also, the revised "How to kynect" brochure will be offered at the fair, along with the kynect tote bags as giveaways. The KHBE continues its efforts to get the mobile application released, but it will not be ready for the state fair.

The Exchange continues to look at ways to better reach potential clients through retail outlets. A pilot program is being planned to offer a pop-up retail center at Fayette Mall in Lexington, which is a regional mall in a county with lower than average enrollment. This seems a good opportunity to reach the Medicaid and qualified health plan populations. The new outlet mall in Simpsonville is also a possible target.

Peter Wilson, Program Coordinator, KHBE, updated the subcommittee on applications and individual statistics for non-U.S. citizens.

New Business

The next meeting of the subcommittee is scheduled for September 18, 2014, at 1:00 p.m., at the Office of the Kentucky Health Benefit Exchange.

Adjournment

The meeting was adjourned at 2:37 p.m.